



Data and Privacy File Guides

Apple Media Services: Apple Music Click Activity

December 2022

File name Apple Music Click Activity V3.csv

File description This file contains information related to the user's actions in Apple Music which may include purchase, playback, and general interactions with the UI elements on screen.

Why Apple keeps this information Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Access Type	Whether the user's play activity is used to affect the taste profile, recommendations, recently played, and heavy rotation
Action Context	Context surrounding the user action
Action Details	The specific item on which the user action was taken
Action Type	The action's intended effect
Actor ID	The unique family identifier
Age Bucket	The age range the user falls into (e.g., <18, 18-24, 25-34, 35-44, 45-54, 55-64, >65)
Age Verification Trigger Content Identifier	Content identifier specific to Korea for age related verification
Album ID	Identifier of the album
Album Metadata Artists	The list of artists on the recommended album
Album Metadata Available	Whether the content is visible on Apple Music
Album Metadata Content ID	Alternative content identifiers of the content being recommended
Album Metadata Deluxe	Whether the version of the recommended album is deluxe
Album Metadata Explicit Flag	Whether the version of the recommended album is explicit
Album Metadata ID	Identifier of the recommended album
Album Metadata Release Date	The release date of the recommended album
Album Metadata Streamable	Whether the recommended album is streamable
Album Name	The album name
Amount Paid	Total amount paid during purchase, including tax

Field Name	Details
Analytics Subscription Mode	The current state of the user's Apple Music subscription (e.g., Paid, Non-Subscriber, Free Offer) used for analytics purposes
Analytics Subscription Type	The user's type of Apple Music subscription (e.g., Individual, Voice, Student, etc.) used for analytics purposes
Analytics Variant	Data associated with multivariate testing
App Name	The App from which the user action was taken
App Version	The version of the App
Apple ID Number	Apple account identifying number
Apple Music Subscription	Whether user has an Apple Music subscription
Artist Name	The artist for the played media
Auto Play Mode	The user's preference for auto-play of content
Billing Currently Code	Currency code for the user's purchases
Birth Year	The user's birth year
Broadcast Station ID	Identifier of broadcast station
Broadcast Type	The type of content in a live broadcast as defined by the station
Build Type Number	The number associated with the bundle type
Build Version	Information about the user's device, including its operating system and browser information, plus the application's build version
Carrier Name	The name of the carrier associated with the user's device at the time of the event
Click Event Referral URL	The internet address of the store page that caused another store page to load
Click Target	Identifier for the item searched or clicked by the user
Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)
Client ID	A randomly generated device identifier (unique for each device), which expires every 6 months
Client Platform	The internal analytics reporting platform
Client Timezone Offset	The client device time offset from UTC in seconds
Cloud Album ID	Identifier of the iTunes cloud container from which the played content was selected
Duplicate Cloud Album ID	Duplicate identifier of the iTunes cloud container from which the played content was selected

Field Name	Details
Cloud Playlist	Identifier of the iTunes cloud playlist from which the played content was selected
Connection	The type of internet connection
Container Album Name	The name of the album from which the media is played by the user (Only used when content is played from an album)
Container Artist Name	The name of the artist from which the media is played by the user (Only used when content is played from an album)
Container ID	Unique ID of the container hosting the media played by the user
Container Name	The name of the iTunes cloud container from where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Container Origin Type	From where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Container Type	The type of media played by the user
Content Is Shared	Whether a piece of content is shared by the user
Content Ownership Status	The user's entitlement to the content (subscription, free, rented, or purchased)
Content Snapshot	The timestamp for content snapshot
Content Type that Triggered Age Verification	The content type that resulted in age related verification, specific for Korea
Correlation Key	A means through which Apple can associate a user's purchases with their click actions
Cumulative Duration	Total duration of content listened after plays are added together in milliseconds
Developer Token	An identifier associated with the developer
Device App Name	The app on the device that was used for streaming the music
Device App Version	Device version number of the App
Device OS Name	The device's operating system name from which the events were streamed
Device OS Version	The device's operating system version from which the events were streamed
Device Type	The device model with which the user took the action
Device Type (Lowercase)	The device model with which the user took the action (displayed in lowercase font)
Dialog Button	Buttons available on dialogs shown to the user
Dialog Event	A description of the dialog event or primary action clicked by the user

Field Name	Details
Dialog ID	A unique identifier of the dialog event clicked by the user
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Result	Whether the dialog has returned a successful value (success), the user clicked "cancel" (failure), or there otherwise is no definitive result (unknown)
Dialog Text	The title of the dialog shown to the user
Dialog Type	The type of dialog shown to the user (e.g., SignIn)
Display Type	The display type to know which type of lyric the user is viewing
Domain Number	Numeric representation of Apple platform hosting the media
Duplicate Container Name	The duplicate name of the iTunes cloud container from where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Eligibility Offer	The eligibility of the user for all available offers
End Position In Milliseconds	Position within the played media when event ended, in milliseconds
End Reason Type	Why the content playback ended (e.g., "TRACK_SKIPPED_FORWARDS" if the track was skipped forwards by the user; "PAUSED_ON_TIMEOUT" if the playback was paused due to a network timeout; "NOT_APPLICABLE" when the end reason is unknown; etc.)
Error Type	The description of why the commerce transaction failed
Evaluation Variant	Whether the user's device is part of an analytics testing pool
Event Date Time	Date and time on which the activity occurred
Event End Timestamp	The date and time at which the user's play event ended
Event ID	Unique identifier generated for each event
Event Received Timestamp	When the play event was received
Event Start Timestamp	The date and time at which the user's play event started
Event Timestamp	The time in which the play ended, bounded by when the information was received by Apple's servers
Event Type	The type of action taken by the user (e.g., click, search, enter, exit, etc.)
Event Version	The schema version for the action taken by the user
External Reference ID	The external reference id for shoutcast radio

Field Name	Details
External Referral URL	The internet address of the web browser page from which the user was linked into the application
Feature Name	Feature from which the event originated (e.g., "my-music"; "playlists"; "for-you"; "new"; "connect"; "radio"; "search"; etc.)
Free Trial	Whether the purchase is a free trial (true) or a standard subscription (false)
Free Trial ID	Identifier of the trial period for the offer
Funding Source ID	Identifier of the funding source flag of which the subscription started
Gender	User's gender
Region Code	Region code of the user
Global Playlist ID	Identifier of the universal playlist from which the played content was selected
Guide ID	The local radio station identifiers for TuneIn only
Hardware Brand	The brand of the device used
Hardware Family	The device family name assigned by the vendor
Hardware Model	The device model assigned by the vendor
Host App Name	The app from which the Apple Media Property functionality was used
Host App Version	The version of the App that hosted the Action Context
Head of Household Person ID	The person identifier of the Head of House Hold, if user is in a family subscription
Impressed Content Names	A list of content items that were shown to the user
IP City	The city from which the action occurred, as determined by the user's IP address
IP Country Code	The country from which the action occurred, as determined by the user's IP address
IP Latitude	The latitude of the IP-derived city
IP Longitude	The longitude of the IP-derived city
IP Network	The network from which the action occurred, as determined by the user's IP address
IP Network type	The type of network from which the action occurred, as determined by the user's IP address
IP Region Code	The region from which the action occurred, as determined from the user's IP address

Field Name	Details
Is Delegated?	Whether the play is delegated (play on another device)
Is Maid?	Whether this is an apple managed account
Is Royalty Free?	Whether the content is free or a royalty payment is needed
Is Siri Initiated?	Whether the play was initiated from Siri
Is Subscription Owner?	Whether the user is a subscription owner
ISO Country	ISO country code
Item Descriptions	A grouping of internal identifiers for purchased items
Item ID	Identifier for the media type item
Item Type	Type of media item (e.g., "ITUNES_STORE_CONTENT" for content from the iTunes Store; "NON_SONG_CLIP" for a clip that is not a song; "AUDIO_AD" for an audio advertisement; "INVALID" where the type cannot be determined; etc.)
iTunes Playlist ID	Identifying number for the iTunes cloud playlist
Journal Time	Time in which the play event was stored
Lyric Count	The number of characters displayed for time synced lyrics
Lyric ID	The lyric identifier for time-synced lyric events
Lyric Language	The language in which time-synced lyrics are shown to the user
Media Bundle App Name	The name of the application producing the media event
Media Bundle Type	The classification of the grouping of the type of application producing the media event
Media Bundle Version	The version of the application producing the media event
Media Duration In Milliseconds	Total length of the played media, in milliseconds
Media Interaction ID	Unique content identifier type that describes the media selected from the user's library (e.g., Sonos)
Media Interaction ID Type	A identifier for the type of media with which the user interacted
Media Interaction Type Details	Provides additional details about the media clicked by the user
Media Play Position MS	Position within the played media when this action began, in milliseconds
Media Type	The type of media (e.g., audio) shown to the user
Music Upgrade	Whether the purchase is an upgrade from an existing subscription

Field Name	Details
Offer Placement	The type of notification offer or set of offers that was presented to the user
Offer Placement Type	The type of notification offer or set of offers that was presented to the user
Offer Scenario Type	The type of a particular offer or set of offers that was presented to the user
Offer Trial Period	Whether the offer has a trial period
Offer Type	The user's transaction type for the content (e.g., buy, free download, pre-order)
Offer Variant	A description of an offer that is specific to banners and subscriptions
Offline	Whether event occurred offline (0) or online (1)
Operating System Languages	Language of the operating system used to complete the action
OS Major Version	The major version of the device's operating system from which events were streamed
OS Minor Version	The minor version of the device's operating system from which events were streamed
PAF Cloud ID	The identifier of the library cloud where the track was added
PAF Lyric ID	The lyric identifier for time-synced lyric events
PAF UUID	The UUID for PAF events
Page	The page from which the user action was taken
Page Banner App	The app identifier for App URL of the page banner
Page Banner Copy Type	Whether the banner is using a specific piece of content like an album to promote Music
Page Banner ID	Identifier of the content being advertised
Page Banner Offer	The type of subscription being advertised
Page Click UI Location	Describes the screen elements and their relative position in the field of view for the user's click and search events
Page Details	Additional information related to the page from which the user action was taken
Page History	The last five pages viewed by the user
Page ID	Identifier of the page
Page Type	Describes the type of page on which the user action was completed

Field Name	Details
Page URL	The internet address of the page on which the user action was completed
Parent Folder ID	The identifier for the playlist, library, or folder's parent folder
Personalization Name	A unique identifier of the user's screen from which the event originated
Play Activity Feed Album Name	The album information being shared
Play Activity Feed Artist Uploaded Content	The name of the artist uploaded content (AUC) which is being played
Play Activity Feed Catalog Name	The standard Apple catalog name of the asset played
Play Activity Feed Name	The identification associated with an on-air advertisement
Play Activity Feed Purchased Content	The name of the content purchased on iTunes which is being played
Play Activity Feed Shared Song	The song being shared
Play Activity Feed Steaming Content	The name of the live-streaming content shared by the user
Play Activity Type	The event type of play activity events
Play Events	All the play events in the user's play session
Playback Country	The country code where the playback happened (specific to non-HLS radio plays)
Playlist Hash ID	Unique identifier of the playlist, by version from which the played content was selected
Playlist Version ID	The identifier of the playlist by version
Price	Total purchase price in the applicable currency, as a decimal number (e.g., 9.99)
Promotion Scenario ID	The identifier of the promotional offer, if the user used one
Provider ID	The identifier of the provider for the item being acted upon
Public Playlist ID	Global identifier for the playlist, when public or shared
Purchase Result Type	The purchase result type description (e.g., successful, failure)
Radio Seed ID	Identifier of the first song on which the radio station starts
Radio Station ID	A unique identifier for the broadcast station that the user has listened too
Radio Station Information ID	The identifier for the broadcast station and the content version

Field Name	Details
Radio Token	A token assigned to the user passed to radio aggregators to track unique daily plays (rotated every ~24 hour period)
Radio Type	The type of content in a live broadcast as defined by the station
Ready Station Name	The radio station name for some radio plays, or actual played content
Record Available	Whether the record is available on Apple music
Record Content ID	Identifier of the item or content being recommended
Record Content Index	The index of the recommended content
Record Content Type	The type of content being recommended
Record Content Type Name	String representation of the type of the content being recommended
Record Reason Location Key	Whether a localization key is in the localization database
Record Reason Type	Indicates the type of the templated string to let upstream clients know what to render
Record Reasons	The reasons associated with the explanation of the top picks
Referral App Name	Name of the referring application that caused the active application to launch
Repeat Play Mode	The user's preference for repeat-play
Reporting Name	The reporting identifier of when the served content is not the same as the content purchased (e.g., different audio quality).
Request ID	Unique identifier of the request from which the user's purchase event occurred
Sales Order Vendor ID	Identifier for the sales order vendor
Search Term	The term used to generate the search results
Search Term (encoded)	The term used to generate the search results using a method to encode special character data (e.g. space, comma, percent sign, etc)
Season ID	Identifier of the season from which the played content was selected
Self View Type	The number associated with the view type
Service Date	The date on which the data was processed
Session ID	A randomly generated session identifier
Session Is Shared	Whether the user is in a shared media session after receiving the invite to co-listen or co-watch

Field Name	Details
Shared Activity Devices-Current	The number of devices that are connected to the Shared Play at the time the data is collected
Shared Activity Devices-Max	The maximum number of devices that connected to the Shared Play
Shelf Content ID	Identifier of the source content
Shelf Content Type Name	The recommended shelf's source content name
Shelf Index	The index of the shelf
Shelf Location Key	The location key of the shelf
Shelf Module Type	The module type of the shelf
Shelf Module Type Name	The name of the module type of the shelf
Shelf View Type Name	The shelf view type description
Shuffle Play Mode	The user's preference for shuffle-play
Snapshot Date	The date and time of the user's account snapshot
Song Name	The album name, as formatted for sorting in the user interface
Source Platform	The device making the play request (e.g., "ORIGINATING_DEVICE" for plays started on the user's device; "PAIRED_WATCH" if the source device was a user's Apple Watch; "CAR_PLAY" if the source was via CarPlay Integration; etc.)
Source Type ID	Identifies the source algorithmic reason of radio content. (Specific to non-HLS radio plays)
Start Position Milliseconds	Position within the media when event started, in milliseconds
Station Hash	The identifier of the radio station ID and version of content
Station Personalized ID	Identifier of user-generated playlists and stations where content is being played from
Store Front	The country from which the user action was taken
Store Front Header	A value contained at the time the event was created
Stream Source	The source of the radio plays (e.g., IHEART_RADIO, TUNE_IN)
Stream Station Type	The type of content in a stream broadcast as defined by the radio station (Specific to non-HLS Radio plays)
Stream Station Type Number	The corresponding number of stream radio station
Subscription Bundle Type	The bundle offer being presented
Subscription Campaign Name	The human-readable version of the attributed promotion for the subscription

Field Name	Details
Subscription Grace Period Indicator	Whether the user is playing within the grace period for subscription
Subscription ID	Identifies the product associated to the subscription
Subscription State	The current state of user's Apple Music subscription (e.g., Paid, Non-Subscriber, Free Offer)
Subscription Hardware Offer	Machine type for the hardware offer
Subscription Offer ID	The identifier of the subscription offer
Subscription Period	The subscription duration period for the user
Subscription Pool Type	The identifier of the subscription pool type
Subscription Purchase Date	The date and time the subscription service was initiated (for a given account and subscription family/group)
Subscription Snapshot Date	The date and time of the subscription snapshot
Subscription Mode Name	Same as subscription_mode in character format
Subscription Type	The type of subscription
Subscription Type Details	The type of subscription (e.g., "Family Monthly" or "Apple One Premier Monthly")
Subscription User ID	The identifier of user subscription
Subscriptions	All Apple Music subscriptions associated with the user
System Dialog ID	A unique identifier for the type of dialog shown to the user (e.g., SignIn)
Tab	The page or tab within the application in which the user's action occurred
Timezone Offset Min	The difference, in minutes, between GMT (UTC) and the timezone from which the user action was taken
Transaction Date	Date and time at which the transaction occurred
Transaction ID	An identifier for the transaction
Type	An event specific to opening or closing the application
Type ID	The Apple namespace, such as a product category
UDID	Unique identifier for the mobile device or desktop machines
Container Universal Library ID	The identifier of the universal library
Universal Library ID	Identifier of the universal library from which the played content was selected
URI	The internet address of the link with which the user interacted

Field Name	Details
URL	The internet address of the content source
User Actions	Actions the user took while interacting with a dialog
User Agent	Information related to the device from which the user action was taken
User Playlist ID	The identifier of user-generated playlists and stations
User Subscription Status	The user's subscription status, when applicable
Visit End Time	The timestamp of the last event of the user's visit
Visit ID	A unique identifier for the user's visit session
Visit Start Time	The timestamp of the start event of the user's visit
Vocal Attenuation	Whether vocal attenuation was available at the time of the user's click